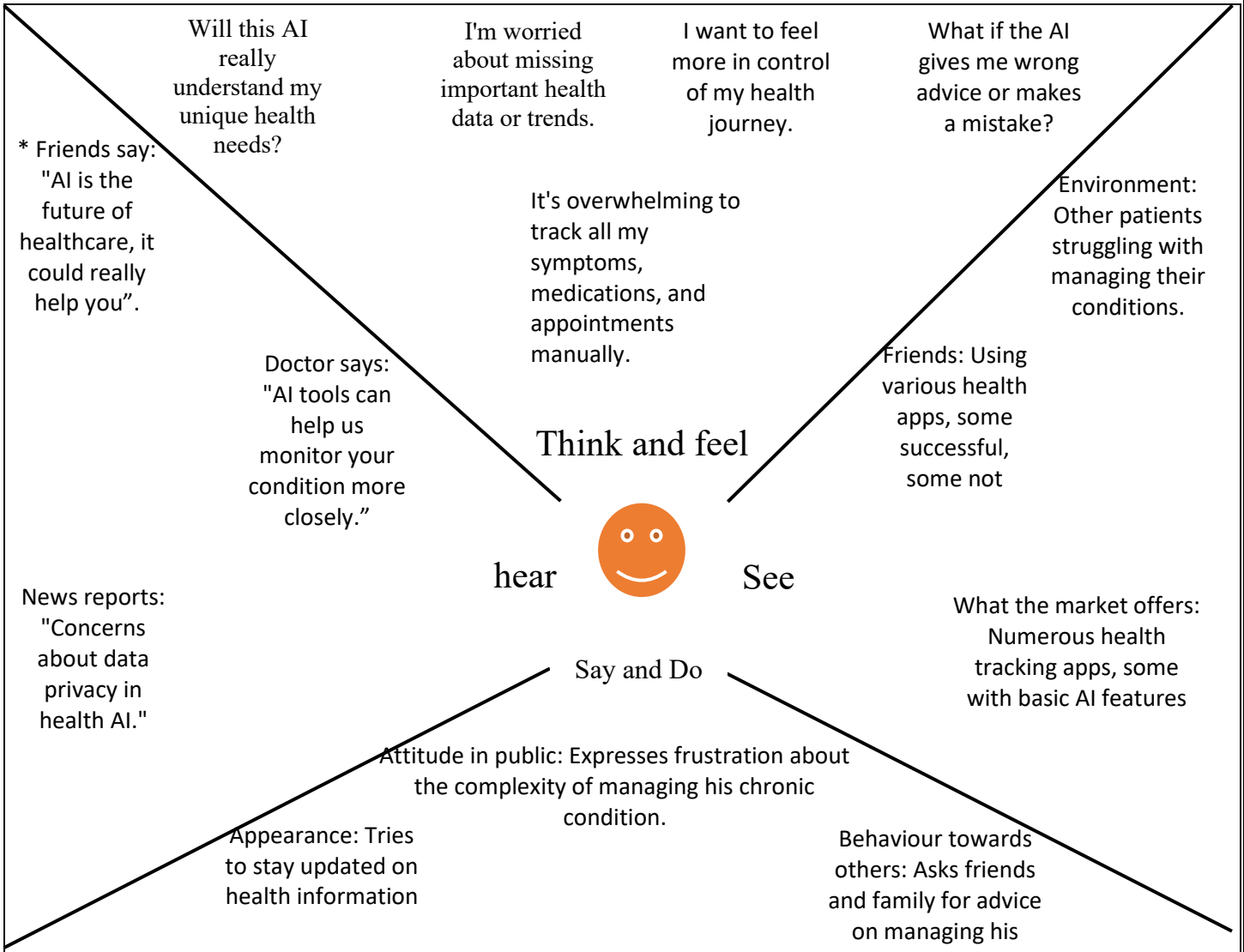
Ideation Phase
Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID31454
Project Name	HEALTH AI USING IBM GRANITE
Maximum Marks	4 MARKS

Empathy Map Canvas: An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to helps us better understand the users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.



Pain:

- **Fears:** Misdiagnosis due to data oversight; AI making a critical error; privacy breaches of sensitive health data.
- **Frustrations:** Inconsistent health readings; difficulty interpreting complex medical reports; feeling overwhelmed by self-management tasks.
- **Obstacles:** Lack of clear, actionable insights from current health data; difficulty integrating data from various devices; not knowing if he's doing enough to manage his condition.

Gain:

- **Wants/Needs:** Reliable, personalized health insights; early warning for potential health issues; simplified tracking and management of his condition.
- **Measures of Success:** Improved health markers; feeling more confident in managing his condition; reduced stress about his health.
- **Obstacles (overcome):** Seamless data integration from all health devices; easily understandable summaries of his health status; proactive health recommendations.
- Feeling empowered and supported in his health journey.